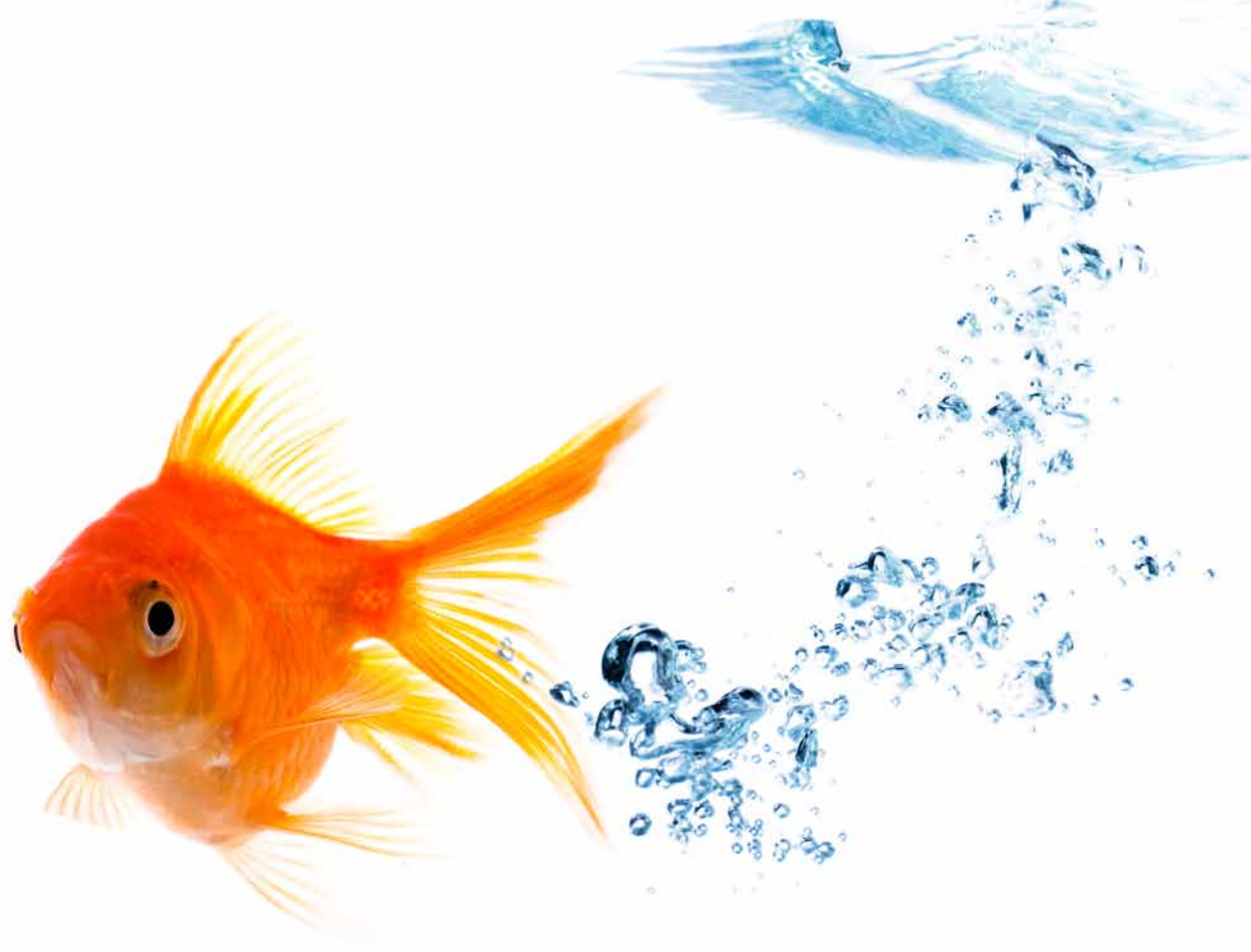




An underwater scene with numerous bubbles of various sizes rising from the bottom towards the surface. The water is a clear, vibrant blue, and the light from the surface creates a shimmering effect on the bubbles and the water's surface.

TESOL'S MISSION:

To advance professional
expertise in English language
teaching and learning
for speakers of other
languages worldwide



Exploring New Waters

Exploring New Waters—what a great way summarize the past year at TESOL. I was thrilled to be able to lead the association through a number of exciting challenges and milestones. The Board of Directors approved the new name—TESOL International Association—a new three-year strategic plan, new credo, updated core values, as well as a new move into language planning and policy/white paper development. These changes all evolved in response to the explosion in demand for English language teaching worldwide, allowing the association to reach out to new groups and individuals to continue to advance excellence in the field.

Brock Brady

TESOL President 2010–2011

NEW NAME

For nearly 50 years, Teachers of English to Speakers of Other Languages, or TESOL, helped shape the field of English language teaching and learning. Over that time, the acronym TESOL became ubiquitous, generating unintended confusion as it came to mean the academic field as well as the association. The time was right to choose a new name to better communicate who the association is, especially with its expanding role to reach out to new groups and individuals around the globe. Along with the new name, **TESOL International Association**, also came the new tagline: Advancing Excellence in English Language Teaching.

NEW STRATEGIC PLAN

A major accomplishment was the Board's approval of a new 3-year strategic plan. The goal was to develop a program of planning strategically that would result in a road map for directing and managing TESOL's future and the achievement of its short- and long-term goals. Three goals were adopted as the basis for the Plan:

- Goal 1: English language learners receive quality education through TESOL International Association's leadership in the field.
- Goal 2: TESOL International Association members participate in the association to build expertise and are recognized for their involvement and professionalism.
- Goal 3: Individuals and organizations look to TESOL International Association to inform policy and practice.

NEW SUCCESSES WITH CONTINUING PROGRAMS

Well-known **professional development programs**, including the Leadership Development Certificate Program, the Principles and Practices of Online Teaching Certificate Program, and those described below continue to be successful with high marks from participants.

TESOL virtual seminars remain one of TESOL's most popular member benefits. Over 2,300 people participated in 8 TESOL virtual seminars in 2011.

The **TESOL Core Certificate Program** debuted in 2010 with two sold-out offerings. The program features a foundation course, Fundamentals of TESOL, followed by one of two specialty courses, Teaching Language Skills and Assessment: Adult Learners and Teaching Language Skills and Assessment: Young Learners, as well as additional professional development requirements.

TESOL's **online courses** are being planned around in-demand topics, one on separating difference and disability, and two on various aspects of teaching grammar.

Over 2,300 people participated in 8 TESOL virtual seminars in 2011.



More than 700 students from 15 countries participated in the Third Annual Franklin Global SpellEvent.



POPULAR EVENTS AND A NEW CONFERENCE IN QATAR

The **Annual Convention in New Orleans** counted 5,887 English language professionals and 121 exhibiting companies in attendance. The annual international convention continues to be the largest gathering of ESOL professionals in the world. It offers professional development opportunities to English language teachers at all levels from around the world through the exchange of ideas and practices in interactive sessions featuring TESOL's global perspective. Participants integrate knowledge of current trends in the field while developing a professional network.

The **Pre- and Postconvention Institutes (PCIs)** held at the 2011 convention in New Orleans provided hands-on training with experts in the field for 353 attendees.

The **2011 TESOL Academy**, in Virginia, drew 143 participants for six K-12 and adult education workshops.

TESOL Symposium on Sustainable Teacher Development Through Innovative Teaching and Research at Beijing Normal University in Beijing, China, featured 3 preconference workshops, 2 plenary sessions on teacher development, 1 plenary session on language policy, and 8 concurrent sessions for more than 400 participants. To view photos of the event and the full conference program, go to www.tesol.org/chinasymposium.

The TESOL Conference on Putting Research Into Practice at the Qatar National Convention Centre hosted more than 400 participants from 30 countries for three days of workshops, plenary sessions, panels, and presentations of peer-reviewed research papers, reports, and posters. The conference focused on three themes: understanding the "good language learner," bridging the gap between goals and results, and facilitating and supporting ongoing professional development.

More than 700 students from 15 countries participated in the **Third Annual Franklin Global SpellEvent**.

TESOL IN THE PUBLIC SECTOR

The TESOL Board of Directors approved, revised, and expanded recommendations for the reauthorization of the Elementary and Secondary Education Act (ESEA) in the United States.

TESOL International Association issued public statements on

- 2011 State of the Union Address in the United States
- Proposed FY2012 U.S. Federal Budget
- Re-introduction of the Development, Relief, and Education of Alien Minors (DREAM) Act in the U.S. Congress
- U.S. Department of Education waiver initiative for the No Child Left Behind (NCLB) Act
- Anti-immigration legislation in the state of Alabama (joint statement with Alabama–Mississippi TESOL)

In addition, TESOL International Association issued comments on

- Proposed legislation in the U.S. House of Representatives and the U.S. Senate to reauthorize the Elementary and Secondary Education Act in the United States
- Proposed legislation in the U.S. Senate to reauthorize the Workforce Investment Act

TESOL Advocacy Day was newly expanded to a 2-day event, with more than 40 members representing over 25 U.S. affiliates in attendance, making it the largest Advocacy Day to date. In total, TESOL members visited more than 85 U.S. Congressional offices.



NEW HONOREES IN TESOL

- Outstanding U.S. Advocate Honor: David M. Ware, nominated by LaTESOL, the host affiliate for the convention
- The TESOL Presidents' Award: Association of Binational Centers of Latin America (ABLA)
- James E. Alatis Award: Eric Dwyer, former TESOL Board member, TESOL member since 1994
- D. Scott Enright TESOL Interest Section Award: Kip Cates, recognized for service to the Social Responsibility Interest Section and the former TESOL Social Responsibility Caucus
- Virginia French Allen Award: Crystal Fields, recognized for service to Carolina TESOL

During the largest Advocacy Day to date, TESOL members visited more than 85 U.S. Congressional offices.





TESOL members mingled with 41,734 Fans on Facebook, 5,602 on twitter, and 929 on LinkedIn.

MEMBER BENEFITS— MANY NEW ENHANCEMENTS

Membership in the Association surged in the Global and New Professional categories, a nod to new outreach to those factions of the field. Country representation was counted in 153 countries, with the United States at 73.3%, Japan at 3.6%, and China at 3.5%. Representation of members outside the United States accounts for 27% of the total membership of 12,186 (monthly average for 2011).

These members mingled with 41,734 Fans on **Facebook** (up from 17,000 in 2010), 5,602 on twitter, and 929 on LinkedIn.

TESOL RESOURCE CENTER

The TESOL Resource Center (TRC) is an important part of community building at TESOL. The TRC has been given a renaissance of its own, offering high-quality resources to members as well as a new feature giving access to classroom resources to all ELT professionals around the globe.

INTEREST SECTIONS

The TESOL Community was launched in 2011 enabling the interest sections to continue to host lively listserv conversations and to make use of new features—discussion boards, a library, and member profiles. The IS newsletters got a new look and a new platform that offers the ease of IS polling, advertising, interactive bylines, photos, user comments, and a rating system.

TESOL JOURNAL

TESOL Journal (TJ) is a free member benefit, publishing quarterly on practical applications of current theory and research in the field. With TESOL's partnership with Wiley-Blackwell, TJ began transitioning to a new platform and updated masthead. Members will find enhanced supporting materials to make articles more useful to students, teachers, and professionals.



NEW PUBLICATIONS AND A NEW PUBLISHING PARTNERSHIP

TESOL Publications rolled out the new TESOL Technology Standards and added several new topics to the book pipeline: Idioms, Vocabulary, TESOL Professional Standards for Teacher Preparation, and Video Digital Media in the Language Classroom. Top sellers in the New Ways Series are undergoing complete revisions, with updated content and new layout and cover designs.

The new partnership agreement was signed between TESOL and Wiley-Blackwell, and *TESOL Quarterly* and *TESOL Journal* began transitioning to a new look and a new platform—the Wiley Online Library. The journals benefit from enhanced visibility and usability on this sophisticated platform. Users will find easy cross-linking between book and journal content across the Wiley platform. Authors benefit from Wiley's promotions and global readership.

NEW TESOL ALLIANCE PARTNERSHIP PROGRAM

The Alliance Partnership Program was created with corporate and nonprofit partners to support TESOL strategic goals year round by creating capacity-building opportunities through conventions, conferences, symposia, academies, online programs, and resources.

Customized partnership opportunities offer Partners the chance to help advance professional expertise in English language teaching and learning worldwide at customized levels of support:

- Global Partner
- Corporate Partner
- Strategic Partner
- Event Partner



TESOL 2010–2011 PARTNERS

TESOL appreciates the partnership support for 2010–2011 programs and events provided by the following companies and institutions:

Global Partners

- Houghton Mifflin Harcourt
- Heinle, Cengage Learning
- Franklin Electronics

Annual Convention Event Partners

- ETS TOEFL & TOEIC
- The University of Kansas
- The College Board
- BrainPOP
- Oxford University Press
- Carnegie Mellon University–Qatar
- National Geographic School Publishing
- ROSE Foundation

TESOL Conference in Qatar Event Partners

- Academic Bridge Program, Qatar Foundation
- British Council
- Carnegie Mellon University–Qatar
- College of the North Atlantic–Qatar
- Georgetown University School of Foreign Service in Qatar
- Northwestern University in Qatar
- Qatar University Foundation Program
- Texas A&M University at Qatar
- University of Calgary–Qatar
- Virginia Commonwealth University in Qatar
- Weill Cornell Medical College in Qatar



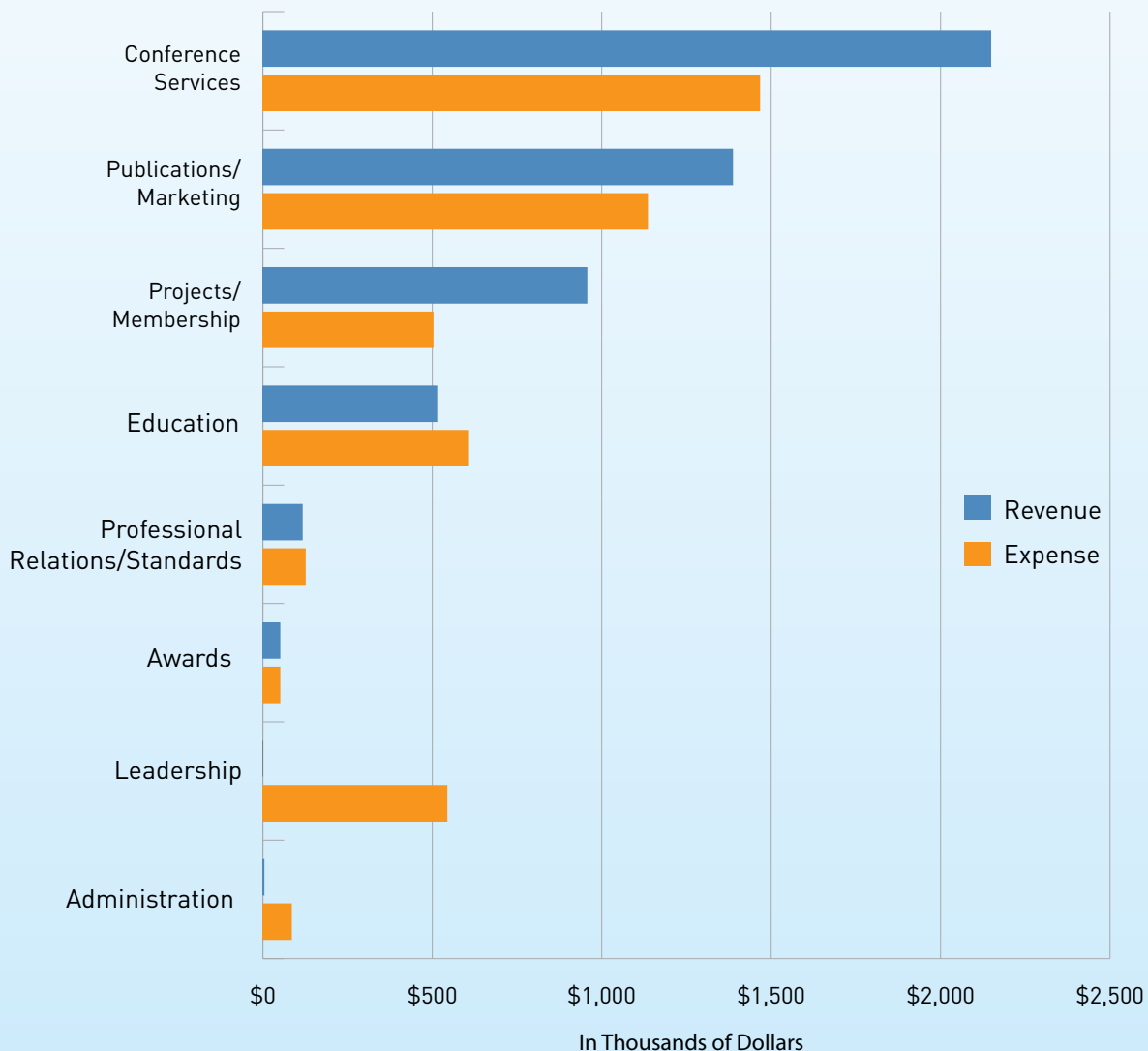
STATEMENT OF FINANCIAL POSITION

TESOL Fiscal Year 2011 (1 November 2010–31 October 2011)

Financial Year-End Review

TESOL generated the required funding from nondues revenue (i.e., annual convention and exhibition, publications, professional development programs, grants, and corporate sponsorships) to support the activities and administrative expenses of TESOL's member service programs and strategic plan objectives.

As of 31 October 2011, TESOL's unrestricted investment reserves totaled \$2,347,000, equivalent to approximately 6 months of projected operating expenses for the 2012 fiscal year. The TESOL leadership has endeavored to manage the association's reserves to effectively withstand times of global economic downturns and/or when significant expenditure of resources is required to fund projects and initiatives supporting the Association's mission, policies, and strategic objectives.





TESOL BOARD OF DIRECTORS (2010–2011)

Officers

Brock Brady (09–12)
President
Peace Corps
Kensington, Maryland USA

Mark S. Algren (08–11)
Past President
University of Kansas
Lawrence, Kansas USA

Christine Coombe (10–13)
President-Elect
Dubai Men's College HCT
Dubai, United Arab Emirates

Directors

Maria Estela Brisk (09–12)
Boston College
Chestnut Hill, Massachusetts USA

Jane Hoelker (08–11)
Qatar University
Doha, Qatar

Valerie Jakar (10–13)
David Yellin Academic
College of Education
Talpiot, Israel

Ester de Jong (08–11)
University of Florida
Gainesville, Florida USA

Maria Makrakis (09–12)
Ottawa Catholic School Board
Ottawa, Ontario Canada

Anne V. Martin (09–12)
Lyndon Language Consulting
Fayetteville, New York USA

Janet Orr (10–13)
TEAL Services
Arlington, Virginia USA

Suzanne Panferov (08–11)
University of Arizona
Tucson, Arizona USA

Dudley W. Reynolds (09–12)
Carnegie Mellon University
Doha, Qatar

Kay Westerfield (10–13)
University of Oregon
Eugene, Oregon USA

Yilin Sun (08–11)
South Seattle Community College
Seattle, Washington USA

Rosa Aronson
Executive Director/ CEO
Alexandria, Virginia USA



An underwater scene with a clear blue background. Numerous bubbles of various sizes are scattered throughout the frame, some appearing to rise from the bottom. Light rays or sunbeams are visible, creating a shimmering effect on the water's surface. The overall atmosphere is serene and clean.

Advancing
Excellence
in English
Language
Teaching



Contact Us

TESOL International Association
1925 Ballenger Avenue, Suite 550,
Alexandria, VA 22314
M +1 703.836.0774
F +1 703.836.7864
www.TESOL.org

